

FOR SENIOR LIVING COMMUNITIES

# 12-MONTH DIGITAL MARKETING ROADMAP

Drive more leads and earn more trust with  
DIGITAL&'s multi-channel roadmap.

**DIGITAL&**



## TABLE OF CONTENTS

Important! Why Do You Need a Roadmap? .....	3
Phase 1: Foundation (Months 1-3) .....	4
Phase 2: Growth (Months 4-8) .....	7
Phase 3: Optimization & Dominance (Months 9-12) .....	12
Why Choose DIGITAL&? .....	16

# IMPORTANT! WHY DO YOU NEED A ROADMAP?

At **DIGITAL&**, we understand the unique challenges of marketing senior living facilities. Families and seniors seek trust, compassion, and clarity when choosing a community. Our proven digital and offline marketing strategies drive qualified leads, boost occupancy rates, and maximize ROI. This 12-month roadmap, starting with a comprehensive onboarding and strategy phase, outlines how we'll partner with your facility to achieve measurable results using our full suite of services.

## WHY SENIOR LIVING FACILITIES NEED A STRATEGIC MARKETING ROADMAP

### Targeted Audiences:

- Reach adult children (45-65) and seniors (65+) with tailored messaging.

### Multi-Channel Approach:

- Combine digital (Google Ads, Facebook, email) and offline (direct mail, newspaper inserts) for maximum reach.



**Let's dive into your year-long plan to  
fill beds and grow your community!**

*details on following page...*

### Trust-Building:

- Showcase your community's value through optimized websites, reviews, and professional collateral.

### Measurable ROI:

- Track leads and conversions with custom analytics dashboards.

# Phase 1: Foundation (Months 1-3)

**Goal:** Establish a robust digital and offline foundation to generate immediate leads.



## Month 1: Onboarding & Discovery

### Kickoff Meeting

- Conduct a kickoff meeting to ensure both teams are in alignment with the goals and objectives of the senior living facility

### Discovery Phase

- Conduct stakeholder interviews to understand your facility's goals, target audience, and unique selling points.
- Audit current marketing assets (website, ads, collateral) for performance, branding, and gaps.
- Analyze competitors' digital and offline strategies to identify opportunities.
- Map customer journey for families and seniors, identifying key touchpoints.

### Google Business Profile Audit

- Review your GBP profile for completeness, accuracy, and optimization opportunities.
- Collect baseline data on reviews and local SEO performance.

### Analytics Audit & Setup

- Audit current analytics tracking
- Install Google Analytics, Google Tag Manager, and initial conversion tracking to establish performance benchmarks.

### Alignment Meeting

- Present discovery findings to align on goals, budget, and timelines.



**Key Deliverables: Discovery report, audits, analytics playbook, stakeholder alignment.**

# Phase 1: Foundation (Months 1-3)

**Goal:** Establish a robust digital and offline foundation to generate immediate leads.



## Month 2: Strategy & Planning

### Marketing Strategy Development

- Create a tailored multi-channel strategy (digital ads, email, offline) based on discovery insights.
- Define target audience segments (e.g., adult children, seniors, referral partners).
- Set KPIs for lead volume, cost-per-lead, and occupancy growth.

### Collateral Creation

#### (Graphic Design, Brochure Creation)

- Design professional brochures showcasing your community's amenities, care levels, and lifestyle.
- Develop print and digital collateral (e.g., postcards, flyers) for direct mail and newspaper inserts.
- Create ad creative mockups for Google Ads, Bing Ads, and Facebook Ads.

### Website Strategy

#### (Web Design, Web Development)

- Plan website optimizations (UX, SEO, CTAs) based on discovery audit.
- Design wireframes for high-converting landing pages and key sections (e.g., virtual tours, care levels).

### Dashboard Creation

#### (Analytics, Custom Dashboards)

- Build custom weekly and monthly dashboards to track website traffic, lead sources, ad performance, and ROI.
- Set up automated reporting for real-time insights.

### Email Marketing Framework

- Brainstorm email campaigns, including welcome series, and design concepts
- Set up email platform.



**Key Deliverables:** Multi-channel strategy, brochures, ad mockups, website wireframes, custom dashboards, email framework.

# Phase 1: Foundation (Months 1-3)

**Goal:** Establish a robust digital and offline foundation to generate immediate leads.



## Month 3: Digital Campaign Launch

### Website Optimization

(Web Design, Web Development)

- Implement audit recommendations: improve UX, mobile responsiveness, and CTAs (e.g., “Schedule a Tour”).
- Add trust signals (testimonials, certifications, virtual tours).
- Optimize for local SEO with keywords like “senior living [city].”

### Google Business Profile Optimization

- Fully optimize GBP profile with updated photos, services, and hours.
- Encourage and manage 5-star reviews to boost local SEO.



**Key Deliverables:** Optimized website, active digital campaigns, GBP optimization, estimated 10-20% increase in qualified leads.

### Facebook Ads

- Launch carousel and video ads showcasing community highlights.
- Target adult children (45-65) and seniors within a 20-mile radius.
- Use lead forms for “Request Info” or “Schedule a Tour.”

### Remarketing

- Set up remarketing campaigns to re-engage website visitors on Google Display Network and Facebook.

### Email Marketing

- Draft initial welcome series, and provide email design.



**NOTE:** If a new website or new brand is needed/recommended, that will precede Phase 1: Foundation (Month 1-3).

## Phase 2: Growth (Months 4-8)

**Goal:** Scale campaigns, deepen engagement, and establish your facility as a trusted local leader.



### Month 4: Content & SEO Expansion

#### Blog Content Creation

(Web Development, Graphic Design)

- Publish 1-2 blog posts monthly (e.g., “5 Questions to Ask When Choosing Senior Living”).
- Optimize for local SEO to rank for “senior living [city]” terms.
- Use infographics for shareability.

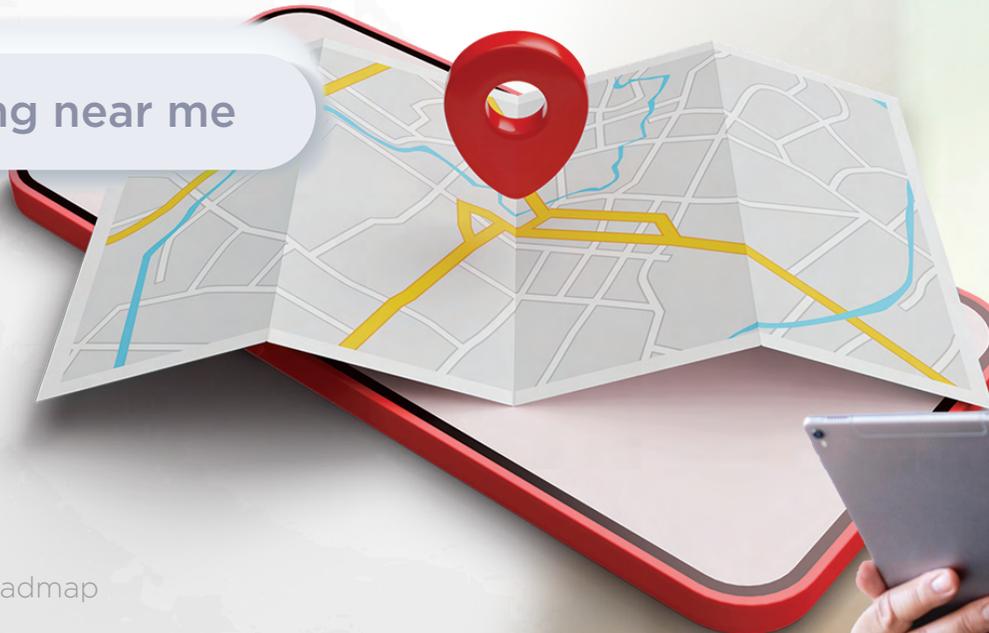
#### Google Ads Expansion

- Add display ads to reach broader audiences.
- Test new keywords based on competitor analysis.

#### Email Nurturing

- Launch email welcome series.

🔍 senior living near me



## Phase 2: Growth (Months 4-8)

**Goal:** Scale campaigns, deepen engagement, and establish your facility as a trusted local leader.



### Month 5: Social Proof & Video Ads

#### Facebook Ads (Video)

- Produce a 30-second video ad with resident testimonials and community highlights.
- Target lookalike audiences based on current leads.

#### Google Business Profile Enhancement

- Post weekly GBP updates (e.g., event photos, staff spotlights).
- Respond to all reviews to build trust.

#### Brochure Update (Graphic Design)

- Refresh brochures with new photos and seasonal messaging.



# Phase 2: Growth (Months 4-8)

**Goal:** Scale campaigns, deepen engagement, and establish your facility as a trusted local leader.



## Month 6: Offline Campaign Launch

### Direct Mail

- Mail postcards to households (adults 45-65) in target zip codes, with QR codes to landing pages and/or large phone numbers to connect with the communities.

### Newspaper Inserts

- Place full-color inserts in local newspapers with a limited-time offer (e. g., waived move-in fee).

### Campaign Optimization

- Analyze ad performance and shift budget to top-performing channels.
- Update dashboards with lead source attribution.



# Phase 2: Growth (Months 4-8)

**Goal:** Scale campaigns, deepen engagement, and establish your facility as a trusted local leader.



## Month 7: Referral & Community Engagement

### Email Marketing

- Launch referral based promotion email to encourage residents to recommend their facilities to family and friends.

### Facebook Ads

- Promote events (e.g., open houses) to drive foot traffic.

### Website Enhancement (Web Design)

- Add an “Events” page and integrate chatbot for instant lead capture (if applicable with CRM).

**John William**  
2 week ago  
★★★★★

I absolutely love living in this community. The staff feel like family and I have made so many lovely new friends. Each day is a real joy. This is more than a residence, it is truly my new home.

facebook

The Glenn Hopkins  
Sponsored ·

Join us or a FREE Breakfast... See more

THE GLENN  
Independent Living | Assisted Living | Memory Care

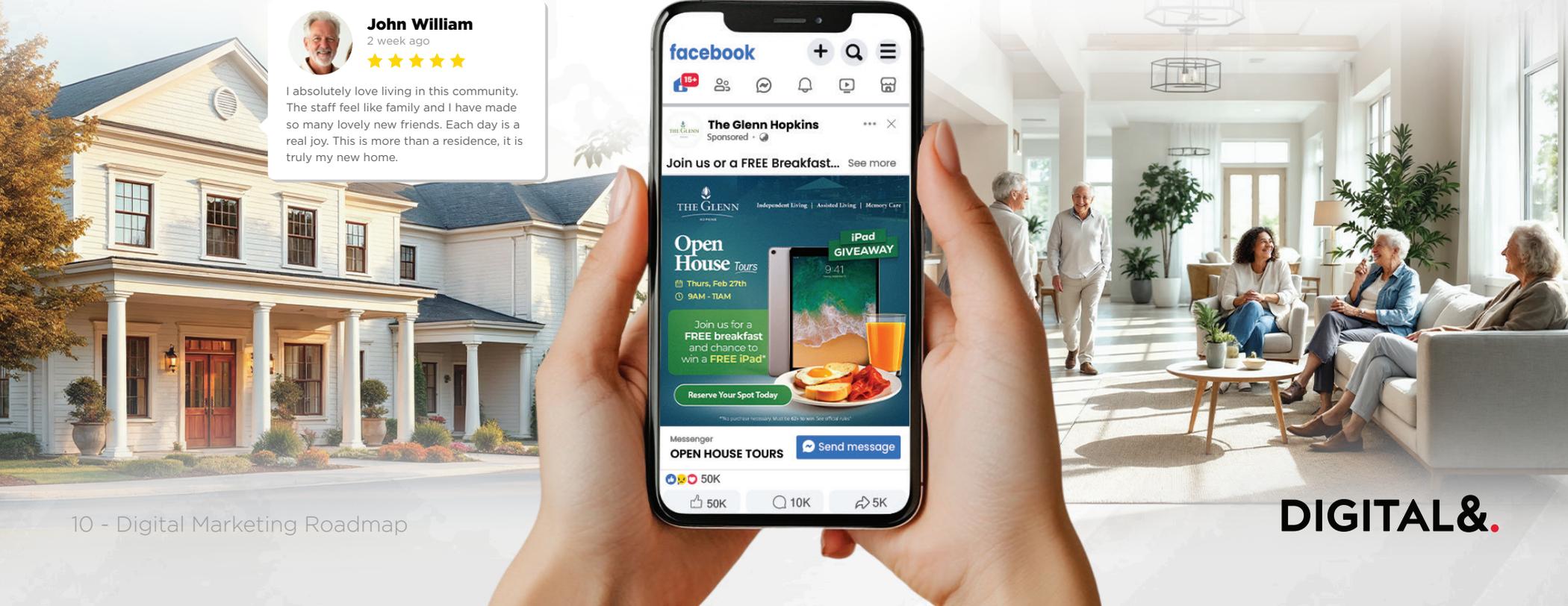
Open House Tours  
Thurs, Feb 27th  
9AM - 11AM

Join us for a FREE breakfast and chance to win a FREE iPad\*

Reserve Your Spot Today

Messenger  
OPEN HOUSE TOURS Send message

50K 10K 5K



## Phase 2: Growth (Months 4-8)

**Goal:** Scale campaigns, deepen engagement, and establish your facility as a trusted local leader.



### Month 8: Retargeting & Optimization

#### Remarketing

- Expand remarketing list and segmentations
- Test dynamic ads for specific care levels (e.g., memory care).

#### Google Ads & Bing Ads

- Refine ad copy and increase budget for high-ROI campaigns.

#### SEO Maintenance

- Update blog content and meta tags to maintain rankings.



**Key Deliverables: estimated 20-30% lead growth, enhanced visibility, mid-year ROI report.**



# Phase 3: Optimization & Dominance (Months 9-12)

**Goal:** Maximize lead quality and position your facility as the top choice in your market.



## Month 9: Advanced Digital Targeting

### Facebook Ads

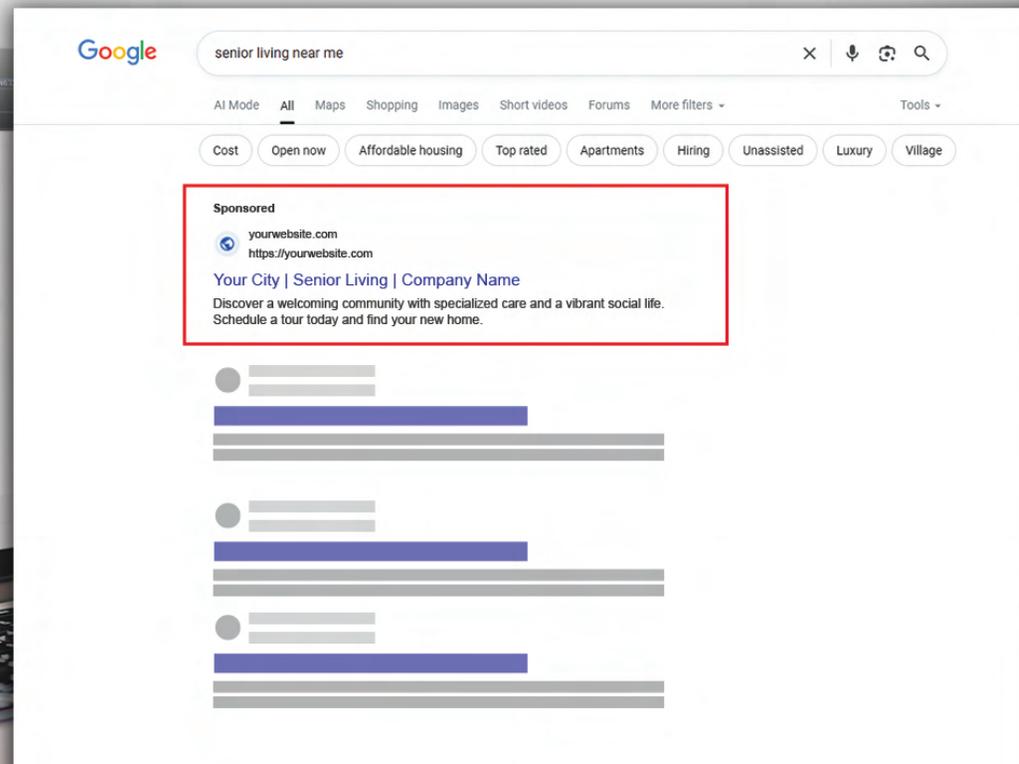
- Test lead gen lead magnets (e.g., info packets, quizzes, etc.).
- Scale budget for top-performing audiences.

### Google Ads

- Test advanced bidding strategies
- Optimize for “in-market” audiences.

### Email Marketing

- Send personalized drip campaigns to warm leads.



**DIGITAL&**

# Phase 3: Optimization & Dominance (Months 9-12)

**Goal:** Maximize lead quality and position your facility as the top choice in your market.



## Month 10: Offline Reinforcement

### Direct Mail

- Run a year-end campaign highlighting a special offer for next year's availability.

### Newspaper Inserts

- Run a year-end campaign highlighting a special offer for next year's availability.



# Phase 3: Optimization & Dominance (Months 9-12)

**Goal:** Maximize lead quality and position your facility as the top choice in your market.



## Month 11: Conversion Rate Optimization

### Website CRO

(Web Design, Web Development)

- A/B test landing pages and add exit-intent pop-ups with offers.

### Remarketing

- Intensify remarketing for Q4 decision-makers.

### Analytics

- Update dashboards with year-to-date trends and cost-per-acquisition.



# Phase 3: Optimization & Dominance (Months 9-12)

**Goal:** Maximize lead quality and position your facility as the top choice in your market.



## Month 12: Year-End Review & Next Year's Planning

### Campaign Evaluation

- Deliver an annual report with ROI, lead volume, and occupancy impact.

### Strategy Session

- Next year's roadmap planning

### Collateral Refresh

- Update website, brochures, and ad creative for the new year.



**Key Deliverables:** estimated 30-50% lead increase YoY, optimized campaigns, annual report, next year's strategy.

# WHY CHOOSE DIGITAL&?

Here are 4 Reasons

1

## **Proven Expertise:**

We've driven 1,000+ leads for senior living facilities with digital and offline strategies.

2

## **Comprehensive Onboarding:**

Our discovery and strategy phases ensure tailored, high-ROI campaigns.

3

## **Full-Service Approach:**

From web design to direct mail, we handle it all.

4

## **Actionable Insights:**

Custom weekly and monthly dashboards track your success.

Ready to Fill Beds & Grow  
**Your Community?**

*Click the link below  
or scan QR code!*

**Schedule a FREE  
Discovery Call Now**



**DIGITAL&.**

digitaland.co